

Division of Tobacco Use Prevention and Control (TUPAC) presents “Tobacco-free Businesses for Iowa”

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- How to assist businesses about adopting tobacco-free properties, campuses, or grounds policy.

Agenda

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- 1) Why is asking businesses to become TF (Tobacco-free) important in the success of making Iowa a healthy place to live and work for all! We believe this is a good time to be developing relationships with businesses to encourage policy development as many initiatives are going on around the state.
- 2) How do we ask businesses to get started?
- 3) Sample Policies
- 4) Examples of several businesses in Iowa that have implemented TF policy
- 5) Available Resources and Materials
- 6) Maintaining a local database of TF businesses- the CP will be able to determine what type of database to keep locally, no template will be provided at this time.

Businesses in Iowa flourish in both urban and rural areas

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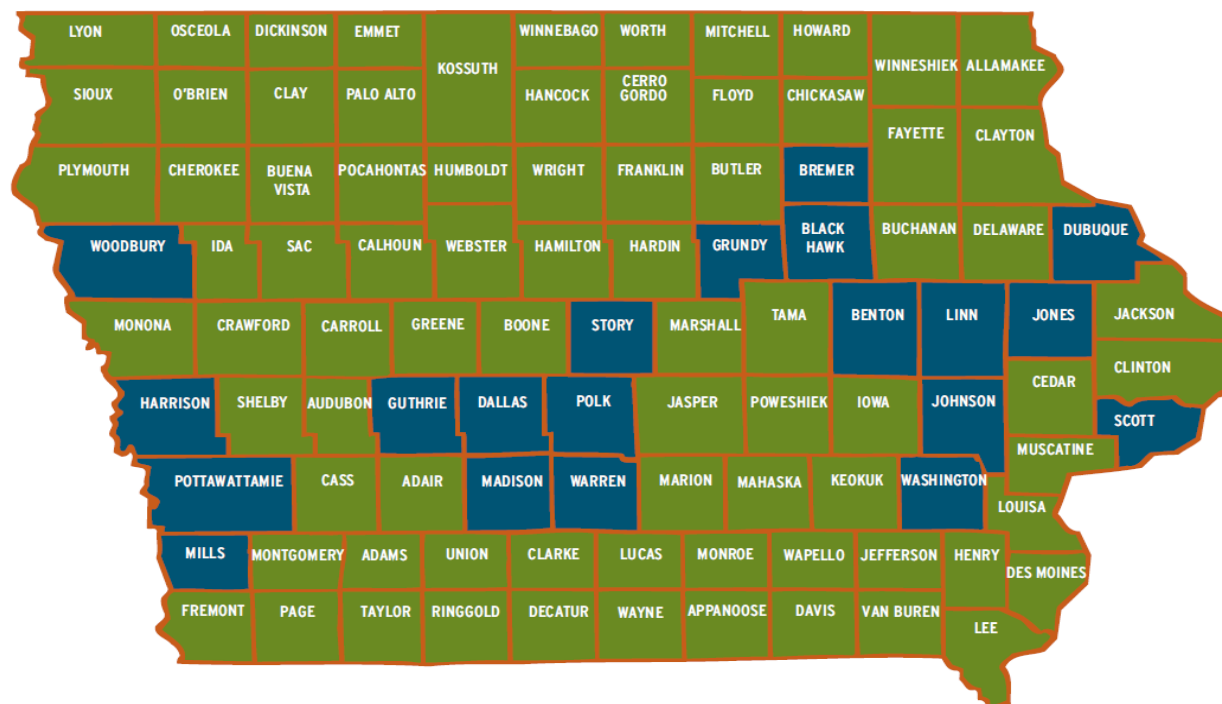
- According to the State Library/State Data Center, County Business Patterns from 2011, Iowa had approximately 80,113 establishments/businesses during the year 2011
- Start small, think big!
- 80% of Iowa's counties are designated as rural



Iowa at a Glance ~ Urban and Rural

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■ Rural Counties ■ Urban Counties



Source, Iowans
Speak Out on
Their Health : The
Rural-Urban
Divide, University
of Iowa, July 2011

Why is TF policy adoption important

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- Tobacco is the leading preventable cause of death for Iowans, taking the lives of more than 4,400 adults each year. Estimated annual health care costs in Iowa directly related to tobacco use now total \$1 billion.
- State-level initiatives include Quitline Iowa cessation services, youth tobacco-use prevention programming, enforcement of Iowa's Smokefree Air Act and enforcement of laws prohibiting tobacco sales to minors.

Points to discuss with Decision Maker

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It's now the law to provide in Iowa smoke-free indoor air environment for your employees. But why stop there?

- You can take the next step toward a healthier, more productive, and more profitable workplace by making your entire campus/property tobacco-free.
- Communication of any new company policy is key to its success and smooth integration, and it is especially important when implementing a new tobacco-free policy.
- Buy-In of top management is very important, identify a champion to work with.

Guide to Tobacco-free campus/properties

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- **We recommend that:**
- Employees are given at least three-six months advance notice of the policy.
- The company provides tobacco cessation services and education to employees.
- Signs announcing the policy are prominently displayed around the campus/property so that visitors are aware of the policy.
- Discuss what tobacco products are included, cigarettes, cigars, smokeless/chew, the new dissolvable, any look alikes, so you can cover everything anything new on the market.

Tobacco-free signage examples

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- TF property signage website



Guide continued

- We encourage campus-wide policies as opposed to “building-only” policies, because it promotes the concept of overall health and wellness for employees.
- Discuss how insurance benefits may be impacted (the business/ employer may be able to receive a more competitive insurance premium rate with less employees using tobacco products.)
- Please keep in mind that the model policy is just that—a model to be used to help guide you in developing your own tobacco-free policy. Every company’s needs and culture are different and you may want to keep the following in mind when tailoring the policy to fit your company’s objectives:

Introduce the policy in a positive manner—make it a celebration of wellness!

- Collaborate with labor unions, make sure top-management is included and has a buy in.
- Provide incentives for employees who choose to kick the tobacco addiction.
- Celebrate with employees and the public

Businesses in Iowa that have implemented policy and have been successful

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- The Barker's Implement story, a John Deere implement company in 8 locations in south/west Iowa (Creston, Winterset, Indianola, Lenox, Clarinda, Albia, Knoxville, Leon) started process 2009~

Per Todd Barker, Chief Operating Officer at Barker's Implement~

“Wellness progress comes from passion and commitment. As a rural company we are committed to wellness because we understand the cost and impact on the company when we are not 100%. We are fortunate to have a ‘vocal person’ that is passionate and drives that passion across all of our locations!”



- Midwest Metal Products, Cedar Rapids, Linn county, August 2009, became a tobacco-free property, a long time family owned manufacturing business with mostly male employees ~ Rita Jelinek, owner~ *“we are focused on wellness, we do whatever we can to help, we lost a great employee to lung cancer, if only we would have implemented the policy sooner”*.

Cost of tobacco usage to employers and industry

“The Big Picture”

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- The American Productivity Audit, a national survey of over 29,000 workers, found that tobacco use was a leading cause of worker lost production time—greater than alcohol abuse or family emergencies. (study published Journal of Occupational and Environmental Medicine, 2003)
- One large company found that their employees who smoked had more hospital admissions (124 vs. 76 admissions per 1,000 workers) and a higher average insured payment for health care (\$1,145 vs. \$762) than their nonsmoking employees in an 11-month period. (Journal of Occupational Medicine, study 1990)
- From Utah Tobacco Free program resources, 2012 for businesses- Average workers compensation costs for a smoker are \$2,189 each year. Average workers compensation for a non-smoker is much less, \$176 per year.

Fire insurance is commonly reduced 25%-50% in smoke-free businesses. Your risk of experiencing structural damage to your facilities from fires will decrease.
- Missouri Department of Health and Senior Services, 2006 quoted in a publication “Smoke and Money”, May 31, 2006 “An increasing number of large employers in America, including five automobile assembly plants in Missouri, have implemented smoke-free workplace/ grounds policies coupled with cessation assistance in order to help bring down the cost of health care.

“Fact sheets” are available

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- Resources, Guide, Toolkits: There are many resources available nationally and in Iowa of businesses/organizations that have already implemented policy. The Division will post web links to these on our Division website. In Iowa, Linn County public health and Central Iowa Tobacco Partnership/ALA both have published toolkits to assist in this process, and both have links on our Division website.
- As you work with different businesses you may want to offer different options to fit their business needs. Refer to options in the toolkits we will provide.
- Tobacco-Free Signage examples for you and businesses.
- Promote Quitline Iowa with any business contacts you make. Suggest the business add “Quitline Iowa” web link to the business website home or main page as a resource.
- Discuss media resource needs once the business has adopted policy. Suggest putting an advertisement in local papers, local radio stations, possibly use social media options.
- Celebrate the success with the business.
- Fact sheet with ‘sample TF voluntary policies’ is also available.

Other Tobacco-free campaigns to partner with in your community

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- Iowa's Healthiest State Initiative



- Community Transformation Grants- CDC grant program in 26 mostly rural communities, strategic directions include: Tobacco Free Living, Active Living & Health Eating, Clinical Preventive Services, and Safe & Healthy Environments.

- Wellmark Blue Zones Project

There are two primary areas under smoke-free policy that city governments in Blue Zone Project™ demonstration sites can choose to address: (cities less than 10,000)

- 1) Smoke-free multi-unit housing or
- 2) Smoke-free outdoor areas and public places.

If you are a Blue Zone project city/community please get involved in the meetings.

For information on Blue Zones demonstration projects contact:

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Iowa based tools and resources

- Linn county Iowa Tobacco-Free Workplace Toolkit, Linn county public Health, www.linncounty.org
- Central Iowa Tobacco-free Partnership/ ALA Work site tool kits
<http://www.tobaccofreepartnership.com/tobacco-resources/tobacco-free-worksites>
- Quitline Iowa- don't forget to promote this to every business you speak with. Iowa Department of Public Health (IDPH) announced free nicotine replacement therapy (patches and gum) - four weeks of free nicotine replacement therapy (NRT) will now be available through Quitline , June-December 2013. Funding approved by the legislature and signed by Governor Branstad has allowed the extension of the NRT offer
- Quitline Iowa- offers tobacco cessation coaching services over the telephone or the Internet, 24 hours a day. For more information about Quitline Iowa, visit www.quitlineiowa.org <<https://www.quitnow.net/iowa/>> or call 1-800-QUIT-NOW.

National Tools and Resources

- [*Leading by Example: Creating Healthy Communities through Corporate Engagement*](#) published in 2011 by the Partnership for Prevention features 19 businesses and business groups who are providing leadership and reaching out to improve the health and wellness of their communities providing many benefits to their organizations.
- [*Leading by Example: The Value of Worksite Health Promotion to Small- and Medium-sized Employers*](#) published in 2011 by the Partnership for Prevention provides best practices and strategies for creating or enhancing a worksite health promotion program as well as worksite health program descriptions from almost 20 small employers
- CDC's [Smoking & Tobacco Use website](#) provides extensive information, data and statistics, and resources for individuals and professionals regarding tobacco use.
- CDC has developed [Save Lives, Save Money: Make Your Business Smoke Free](#) which provides guidelines and a business case for developing tobacco-free campus policies.
- The American Cancer Society's Workplace Solutions (<http://www.acsworkplacesolutions.com/>)* has developed [Strategies for Promoting and Implementing a Smoke-free Workplace \[PDF - 3.7MB\]](#) adapted from CDC's comprehensive guide *Making Your Workplace Smokefree: A Decision Maker's Guide* to assist employers in creating a safe, healthful environment for employees.
- Tobacco free New York
<http://www.tobaccofreeonondaga.org/pages/documents/TFOCGuidetoMakingYourWorksiteGroundsTobacco-Free.pdf>
- Utah Dept. of Health, tobacco free work place toolkit
<http://www.healthyutah.org/downloads/councils/shsworksitekit.pdf>
- The National Business Group on Health (NBGH) has developed [Tobacco: The Business of Quitting](#) that leads employers through a step-wise process of building a workplace tobacco cessation program. The site contains a business case, policy and benefits strategies, and employer case studies.

Questions, Answers, Wrap-up

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- With the proper preparation and tools to get started you will be successful.
- The CP will be asked to maintain a local database for tracking purposes.
- Contact your CHC with specific questions.

Thank you!

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